

Organizational Behavior (B.B.A.)

The Bachelor of Business Administration in Organizational Behavior is a multidisciplinary program that combines knowledge of administrative sciences with the study of the effect of individual and group behavior on organizational performance. The main purpose of the program is to prepare professionals capable of managing the organization, promoting organizational development, understanding group dynamics, training and preparing human resources to generate changes that help improve individual and organizational performance.

Profile of the Competencies of Graduates

This Program is designed to develop the competencies that will enable students to:

Knowledge

1. Describe how management knowledge and skills support business performance.
2. Discuss the theories of organizational behavior (OB) and organizational development (OD).
3. Explain how interpersonal, group, and diversity dynamics impact the organization.
4. Recognize how managers help the organization adapt to constant changes in a highly dynamic and competitive business environment.

Skills

1. Use administrative principles, tools and techniques to identify and solve organizational problems.
2. Apply the concepts of business administration taking into consideration the organizational culture.
3. Integrate the theory and considerations of the impact of organizational behavior in the administrative process.

Attitudes

1. Integrate ethics and social responsibility in the process of influencing organizational culture.
2. Recognize improvement and professional development as an essential factor in the continuous improvement process of both the individual and the organization.

The requirements for the Bachelor in Business Administration Degree in Organizational Behavior include the following: (1) 48 general education credits; (2) 47 core course credits, (3) 24 major credits; and (4) 3 elective credits, all as set forth in detail on the next page. Students must pass all courses required in the major with a minimum grade of C.

TOTAL COST OF PROGRAM

Tuition	\$25,254
Fees	\$3,200
Books	\$4,185
Supplies	<u>\$3,900</u>
Total	\$36,539

REQUIREMENTS FOR THE BACHELOR IN BUSINESS ADMINISTRATION IN ORGANIZATIONAL BEHAVIOR

General Education Program Requirements	48 credits
Core Requirements	47 credits
Major Requirements	24 credits
Electives	<u>3 credits</u>
	122 credits

General Education Program Requirements – 48 credits

Forty-eight (48) credits are required as explained in the section “General Education Requirements for Bachelors’ Degrees.” Students will take the course GEMA 1200 in the Basic Skills in Mathematics category.

Core Requirements – 47 credits

ACCT 1161	Introduction to Financial Accounting	4
ACCT 1162	Introduction to Management Accounting	4
BADM 1900	Fundamentals of Business Management	3
BADM 3313	The Law and Businesses	3
BADM 3900	Information Systems in Organizations	3
FINA 2101	Management Finance	3
INTB 2100	Introduction to International Business	3
MAEC 2140	Fundamentals of Quantitative Methods	3
MAEC 2211	Principles of Microeconomics	3
MAEC 2212	Principles of Macroeconomics	3
MAEC 2221	Basic Statistics	3
MAEC 2222	Managerial Statistics	3
MKTG 1210	Introduction to Marketing	3
OPMS 3000	Operations Management of Manufacturing and Service	3
OMSY 3030	Business Communication in Spanish	3
or		
OMSY 3040	Business Communication in English	3

Major Requirements – 24 credits

HRMA 2100	Human Resource Administration	3
HRMA 3000	Organization Behavior	3
HRMA 3400	Training and Development	3
ORBE 2100	Group Dynamics	3
ORBE 3100	Research Methods and their Applications in Behavior	
	Organizational	3
ORBE 4000	Ethics and Organizational Management	3
ORBE 4100	Organizational Development	3
ORBE 4200	Integrative Seminar on Organizational Behavior	3

Elective Requirements - 3 credits

An elective course is (i) any course a student takes in any General Education, Major or Prescribed Distributive Course within the student's degree program, in addition to the courses that the student has taken to satisfy the minimum degree program requirements in each category and/or (ii) any course in another degree program. Provided that the student must meet course prerequisites and cannot count the same course twice.

Major and Other Course Descriptions and Resources (Organizational Behavior)**ACCT 1161 INTRODUCTION TO FINANCIAL ACCOUNTING**

Introduction to accounting and its relation to the business environment. Study and application of the accounting system (accounting cycle) in services and retail companies. Financial statement presentation and its utility in decision making. Discussion of general aspects related to internal control, assets, liabilities and capital structures. The use of technology is integrated.

4 credits

RIVERA RIVERA, EILLEN, Full-Time Professor, B.B.A. in Finance, University of Puerto Rico; M.B.A. in Accounting, Inter American University of Puerto Rico.

TORRES DECOS, GUSTAVO, Part-Time Professor. B.B.A. in Finance, University of Puerto Rico; M.B.A. in Accounting, Inter American University of Puerto Rico; M.B.A. in Taxation, Florida Atlantic University; M.B.A. in Forensic Accounting, Florida Atlantic University.

Weygandt, J.J., Kimmel, P.D., Kieso, D.E. (2020). *Accounting Principles*. (14th ed.). John Wiley & Sons.

ACCT 1162 INTRODUCTION TO MANAGERIAL ACCOUNTING

Introduction to the fundamentals of managerial accounting as part of the planning, decision making and cost control processes in a company. Construction of budgets and their use in the decision making process. The use of technology is integrated. Prerequisite: ACCT 1161.

4 credits

RIVERA RIVERA, EILLEN, Full-Time Professor, B.B.A. in Finance, University of Puerto Rico; M.B.A. in Accounting, Inter American University of Puerto Rico.

Weygandt, J.J., Kimmel, P.D., Kieso, D.E. (2020). *Accounting Principles*. (14th ed.). John Wiley & Son.

BADM 1900 FUNDAMENTALS OF MANAGEMENT

Description of organizational fundamentals, development and operations. Emphasis on managerial functions: planning, organization, direction and control. Discussion of topics that affect modern management, such as globalization, ethics, technology, human resource integration, handling of change, competitiveness, and innovation and the handling of diversity. Examples of theory through case studies.

3 credits

RIVERA DE MARQUEZ, ELBA, Professor of Business Administration. B.A. in Business Education, Bernard M. Baruch College, New York, NY; M.A. in Administration and Supervision, Inter American University; Ph.D. Business Education, New York University; Knowledge Management and Organization (Professional Certificate), Universidad Iberoamericana Miguel de Cervantes.

Decenzo, D.A., Coulter, A., & Robbins, S.P. (2016). *Fundamentals of Management: Essential Concepts and Application*. Prentice Hall.

BADM 3313 THE LAW AND THE BUSINESS

Analysis of the principles and requirements that regulate civil and mercantile contracting. Applicable laws according to the business code, civil code, jurisprudence and special laws. Also included are the laws and regulations that rule the organization, operation and responsibilities of the different types of enterprises. Typical negotiable tools and the laws that apply will also be studied. Contemporary trends of trade laws.

3 credits

TEISSONNIERE ORTIZ, ARNALDO. Assistant Professor of Human Resources. B.A. in Labor Relations, Universidad de Puerto Rico; M.P.A. in Public Administration, Universidad de Puerto Rico; J.D., Pontificia Universidad Católica de Puerto Rico.

A.J. Richards, E.L., & Lemper, T.A. (2020). *Law for Business*. (14th ed.). McGraw Hill.

BADM 3900 INFORMATION SYSTEMS IN BUSINESS

Study of the foundations and concepts of information systems and their use in organizations. The application of information systems in the solution of problems and their implications in managerial processes. Use of application programs that help in decision making. Sixty hours of lecture-lab. Prerequisites: BADM 1900, GEIC 1010.

3 credits

MUÑIZ RIVERA, EDGARDO L. Assistant Professor of Information Systems. B. B. A. in Management and Computers, Pontificia Universidad Católica de Puerto Rico; M.B.A. in System Information for Management, Universidad del Sagrado Corazón.

Laudon, K. C., & Laudon, J. P. (2023). *Management Information Systems: Managing the Digital Firm*. (17th ed.). Pearson.

FINA 2101 CORPORATE FINANCE I

Study of the basic and contemporary principles of corporate financial management and its use in decisionmaking. Emphasis on the use of mathematical models to determine the present and future value of investments. Use of techniques to evaluate the financing of the company's assets, risk and project performance. Analysis of the structure and cost of capital. Prerequisites: ACCT 1161 and GEMA 1200.

3 credits

RIOS CINTRON, ALEJANDRO, Part Time Professor of Business Administration. B.B.A. in Accounting, Inter American University of Puerto Rico; M.B.A. in Finance, Inter American University of Puerto Rico; Ph.D. in International Business, Inter American University of Puerto Rico.

Jordan, B., & Westerfield, R. (2021). *Fundamentals of Corporate Finance*. (13th ed.). McGraw-Hill.

INTB 2100 INTRODUCTION TO INTERNATIONAL BUSINESS

Study and analysis of international business from the perspective of foreign investment principles, the impact on financial markets, international markets and the operation of multinational corporations. Prerequisite: MKTG 1210.

3 credits

RIVERA DE MARQUEZ, ELBA, Professor of Business Administration. B.A. in Business Education, Bernard M. Baruch College, New York, NY; M.A. in Administration and Supervision, Inter American University; Ph.D. Business Education, New York University; Knowledge Management and Organization (Professional Certificate), Universidad Iberoamericana Miguel de Cervantes.

RIOS CINTRON, ALEJANDRO, Part Time Professor of Business Administration. B.B.A. in Accounting, Inter American University of Puerto Rico; M.B.A. in Finance, Inter American University of Puerto Rico; Ph.D. in International Business, Inter American University of Puerto Rico.

Hill, C.W.L., & Hult, G.T.M. (2023). *International Business: Competing in the Global Marketplace*. (13th ed.). McGraw Hill.

MAEC 2140 FUNDAMENTALS OF QUANTITATIVE METHODS

Application of mathematics in business administration. Discussion of the variable concepts, joint theory, linear and quadratic functions, linear models, and exponential and logarithmic functions. Use of linear equation and inequation systems, matrices, and linear programming in problem solving. Prerequisite: GEMA 1200.

3 credits

WAYLAND, PAUL, Assistant Professor of Business Administration. B.S. in Mathematics, Inter American University of Puerto Rico; M.B.A. in Management, Inter American University of Puerto Rico.

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2016). *Quantitative methods for business*. (13th ed.). Cengage Learning.

MAEC 2211 PRINCIPLES OF ECONOMICS (MICRO)

Basic theories and principles relative to the operation of the market in an economic system with special emphasis on the microanalysis of the individual decision-making economic units. Prerequisite: GEMA 1200.

3 credits

WAYLAND, PAUL, Assistant Professor of Business Administration. B.S. in Mathematics, Inter American University of Puerto Rico; M.B.A. in Management, Inter American University of Puerto Rico.

Mankiw, N.G. (2020). *Principles of Microeconomics*. (9th ed.). Cengage Learning.

MAEC 2212 PRINCIPLES OF ECONOMICS (MACRO)

Functioning of the economy as a whole; integration of global economy; principles, hypotheses and theories attempting to explain the macroeconomic process. Prerequisite: MAEC 2211.

3 credits

WAYLAND, PAUL, Assistant Professor of Business Administration. B.S. in Mathematics, Inter American University of Puerto Rico; M.B.A. in Management, Inter American University of Puerto Rico.

Mankiw, N.G. (2020). *Principles of Macroeconomics*. (9th ed.). Cengage Learning.

MAEC 2221 BASIC STATISTICS

Emphasis on the descriptive aspects of statistical analysis. Collection, organization and presentation of statistical data. Frequency distribution. Measures of central tendency, skewness, kurtosis and dispersion. The normal curve and tables. Prerequisite: GEMA 1200.

3 credits

WAYLAND, PAUL, Assistant Professor of Business Administration. B.S. in Mathematics, Inter American University of Puerto Rico; M.B.A. in Management, Inter American University of Puerto Rico.

Lind, D. (2020). *Estadística Aplicada a los Negocios y la Economía*. McGraw-Hill.

MAEC 2222 MANAGERIAL STATISTICS

Time series analysis; analysis of variance; bivariate linear regression and correlation; tests of significance; statistical quality control; and index numbers. Introduction to statistical inference stressed. Prerequisites: MAEC 2140, 2221.

3 credits

WAYLAND, PAUL, Assistant Professor of Business Administration. B.S. in Mathematics, Inter American University of Puerto Rico; M.B.A. in Management, Inter American University of Puerto Rico.

Lind, D. (2020). *Estadística Aplicada a los Negocios y la Economía*. McGraw-Hill.

MKTG 1210 INTRODUCTION TO MARKETING

Basic concepts of integrated marketing from the conception of the product until its distribution and use. Meeting needs through the process of goods exchange, services and ideas. Variables that organization can and cannot control.

3 credits

RODRIGUEZ GINORIO, ALEX, Associate Professor of Marketing. B.A. in Marketing, Inter American University of Puerto Rico; M.B.A. in Marketing, Inter American University of Puerto Rico; D.B.A. in Marketing, Northcentral University, Scottsdale, AZ.

Armstrong, G., & Kotler, P. (2022). *Principles of Marketing*. (18th ed.). Pearson.

OMSY 3030 BUSINESS COMMUNICATION WORKSHOP IN SPANISH

Development of oral and written communication skills in Spanish. Writing and revision of business documents. Analysis of the basic elements of business communication. A computer will be used for writing and revising business documents. Prerequisites: GESP 1102 or its equivalent, and GEIC 1010.

3 credits

CORA, ROSA. Associate Professor of Office System Administration. B.A. in Office Systems Administration, New York University; M.A. in Business Education, New York University.

Sánchez, C. (2005). *Redacción Comercial*. San Juan, PR: Editorial UPR.

OMSY 3040 BUSINESS COMMUNICATION WORKSHOP IN ENGLISH

Development of oral and written communication skills in English. Emphasis on writing and revising business documents. Application of the language rules and simple oral practices. A computer will be used for the direct writing and revision of business documents. Prerequisites: GEEN 1102 or its equivalent and GEIC 1010.

3 credits

CORA, ROSA. Associate Professor of Office System Administration. B.A. in Office Systems Administration, New York University; M.A. in Business Education, New York University.

Connelly, M. (2010). *Get Writing-Sentences and Paragraphs*. Cengage.

OPMS 3000 OPERATIONS MANAGEMENT OF MANUFACTURING AND SERVICES

Study of the principles and methods of production and operations management. Examination of the fundamental concepts of operations management in manufacturing and service companies. Application of organizational skills. Examination of the techniques of planning, organization, direction and control of operations processes. Prerequisite: BADM 1900, MAEC 2140

3 credits

COTTO CRUZ, JORGE L. Part-Time Professor of Business Administration, B.S. in Biology, University of Puerto Rico; M.B.A. in Finance, Inter American University of Puerto Rico; M.B.A. in Industrial Management, Inter American University of Puerto Rico.

Stevenson, W.J. (2020). *Operations Management*. (14th ed.). McGraw Hill.

ORBE 2100 GROUP DYNAMICS

Study of the concepts related to the dynamics that occur in work groups and teams. Discussion of development processes, communication, conflict management, decision making and motivation of work teams. Analysis of the effect of group dynamics on the organizational culture and efficiency of the company. Prerequisite: HRMA 3000 or BADM 2650

3 credits

MENDOZA-SALAMANCA, RAUL. Assistant Professor of Business Administration. B.B.A. in Finance, Inter American University of Puerto Rico; M.B.A. in Industrial Management, Inter American University of Puerto Rico.

Forsyth, D. R. (2019). *Group Dynamics*. (7th ed.). Cengage.

ORBE 3100 RESEARCH METHODS AND THEIR APPLICATIONS IN ORGANIZATIONAL BEHAVIOR

Discussion of the main research methods used to explore issues relevant to organizational behavior. Identification of the problem, development of hypotheses and research questions, dependent and independent variables and verification of validity and reliability. Exploration of methods to collect data such as questionnaires, experiments, content analysis, focus groups and interviews. Evaluation of academic articles related to organizational sciences. Preparation of a literary review using an American Psychology Association (APA) style writing. Prerequisite: MAEC 2221

3 credits

CAMACHO, LLOYD. Assistant Professor. B.A. in Accounting, Inter American University of Puerto Rico; M.B.A. in Accounting, Catholic University of Puerto Rico; Ph.D. in Business Development, Inter American University of Puerto Rico.

Creswell, J. W., & Creswell, J. D. (2022). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches*. (6th ed.). SAGE Publications.

ORBE 4000 ETHICS AND ORGANIZATIONAL MANAGEMENT

Discussion of the ethical principles faced by managers and leaders in organizations. Analysis of the ethical dilemmas faced by local and international companies. Integration of ethical considerations into organizational management.

3 credits

GONZALEZ, JOSE. Part-Time Professor of Business Administration. B.B.A. in Business Administration, Inter American University of Puerto Rico; M.B.A. in Human Resources Management, Inter American University of Puerto Rico.

Spinello, R. (2019) *Business Ethics: Contemporary Issues and Cases*. Sage Publications.

ORBE 4100 ORGANIZATIONAL DEVELOPMENT

Discussion of the theories, methods and tools used in the organizational development process to increase the effectiveness of the company. Analysis of definitions and models, change leadership, elements for discovery and diagnosis, individual, group and institutional interventions, and organizational transformation.

3 credits

GONZALEZ, MARIBEL. Part-Time Professor of Business Administration. B.B.A. in Business Administration, Inter American University of Puerto Rico; M.B.A. in Industrial Management, Inter American University of Puerto Rico.

Cummings, T. G., & Worley, C. G. (2024). *Organization Development and Change*. (12th ed.). Cengage.

ORBE 4200 INTEGRATING SEMINAR IN ORGANIZATIONAL BEHAVIOR

Integration of the knowledge, skills and attitudes required as an administrator and leader in a company. Investigation of a topic related to the effect of organizational behavior on the development of a company. Critical analysis, evaluation and recommendations in situations that occur in the work environment. Requirements: Have approved 21 concentration credits.

3 credits

GONZALEZ, JOSE. Part-Time Professor of Business Administration. B.B.A. in Business Administration, Inter American University of Puerto Rico; M.B.A. in Human Resources Management, Inter American University of Puerto Rico.

No Textbook

HRMA 2100 HUMAN RESOURCES ADMINISTRATION

Recognition of the effectiveness of standards, policies and practices related to human resources in organizations. Study of strategic planning activities of human resources. Discussion of ethical considerations, justice, fair treatment, inclusion, diversity and the foundations of labor law, as well as the global administration of human resources. Prerequisite: BADM 1900

3 credits

RIVERA-RODRIGUEZ, JAPHET. Assistant Professor. B.A. in Business Administration with concentration in Organizational Studies, University of Puerto Rico; M.S. in Hotel and Foodservice Management, Florida International University.

DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2016). *Fundamentals of Human Resource Management*. John Wiley & Sons.

HRMA 3000 ORGANIZATION BEHAVIOR

Analysis of the dynamics of human interactions in the work environment. Evaluation of the impact that people, groups and structure have on organizations at a local and international level. Recognition of the theories and principles that contribute to improving the effectiveness of organizations as open systems.

3 credits

RIVERA-RODRIGUEZ, JAPHET. Assistant Professor. B.A. in Business Administration with concentration in Organizational Studies, University of Puerto Rico; M.S. in Hotel and Foodservice Management, Florida International University.

Robbins, S.P., & Judge, T.A. (2022). *Organizational Behavior*. (19th ed.). Pearson.

HRMA 3400 TRAINING AND DEVELOPMENT

Identification of the bases for the establishment of training programs and development of human resources aligned to the goals of the organization. Design of training and development programs that allow motivating, encouraging and developing the employee on a professional and personal level. Emphasis on the importance of developing skills in tune with the labor market and promoting ethical behavior. Prerequisite: HRMA 2100

3 credits

ZAPATA, AMILCAR. Part-Time Professor of Business Administration. B.B.A. in Business Administration in Computer Information Systems, Inter American University of Puerto Rico; M.B.A. in Human Resources Management, Ana G. Mendez University.

Davila, N., & Pina-Ramirez, W. (2018). *Effective Onboarding (What Works in Talent Development)*. Association for Talent Development.

Martin, V. (2006). *Managing Projects in Human Resources, Training and Development*. Kogan Page.